

LEO BURNETT U.S.A.

a division of the marketing company, inc.

Ad No. 609- (VALENTINE'S DAY) -Reg. No. 77174-1/2 Page Horizontal-4/color-(9 3/4 x 5 5/8 Inches)  
Dagbladet, 1984  
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# SARATOGA 120's

Leisure length. Low in tar.



*"I promise I'll be your Valentine...  
after I finish my Saratoga."*

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

15 mg. "tar," 1.2 mg. nicotine av. per cigarette (FTC Report No. 33)

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